

From: Keenon, Mary Lou (MSHDA)

Sent: Friday, September 16, 2005 1:18 PM

To: Besonen, Merle Ann (MSHDA); Costello, Corie; Donovan, Katie; Dorner, Richard; Gilbert, Larry (MSHDA); Heidel, Gary (MSHDA); Huq, Naheed; Jones, Don; Keenon, Mary Lou (MSHDA); Larry, Scott; Lentych, Tony; Riddle, Christina; Vandemark, Mary Ann; Weinfeld, Arnold; Whitmore, Michele (MSHDA)

Subject: FW: Promoting Awareness

[This is another response I received from NH re: public awareness campaigns.](#)

-----Original Message-----

From: Jane Law [mailto:jlaw@nhhfa.org]

Sent: Friday, September 16, 2005 12:02 PM

To: Keenon, Mary Lou (MSHDA)

Subject: Promoting Awareness

Mary Lou,

A very belated reply to your request through the NCSHA listserve re: housing awareness programs.

New Hampshire has had an awareness program for several years now. It's primarily a campaign of educating local leaders as to the need for a more balanced supply of housing in the state. (housing construction has been more than adequate on the high end with large lot sizes of 2+ acres, but multi-family and starter home development is still far behind the need in the market). New Hampshire is very much a state fierce in its protection of local control, so we knew that any progress on the housing front needed to be done at a local, grass roots level and not at the state level. (We have a VERY weak county government structure in NH, so that's not an option to help the locals think more regionally either). To achieve our goals, we've done a number of presentation to civic groups, chambers of commerce, etc. in order to raise awareness in the hope that local leaders and business people would challenge municipalities to provide opportunities for the development of balanced (and affordable) housing. Several local/regional workforce housing coalitions have sprung up during the time we've been working (although their appearance on the scene hasn't been the result of our efforts, but because of the dramatic need in their communities to provide places for workers to live so that employers can actually hire and retain a workforce). We did help develop (along with the local coalitions) a statewide workforce housing council to serve as a clearinghouse for info - so that each new coalition wouldn't have to reinvent the wheel - commission studies (that we tend to oversee and help fund), and advocate statewide for housing. The statewide council finally hired a part time staffer this summer to coordinate and advocate.

More info on our Housing Awareness Campaign can be found on our web site at: <http://www.nhhfa.org/hap> and the statewide council has a site at <http://workforcehousingnh.com> (it's not a really terrific site since I got it up quickly over a day or two and haven't done much maintenance on it since this spring/summer - but it has some good info on the studies that are out there and gives an overview of what the council does, with links to the local coalitions).

I hope this information helps! Please let me know if you have any questions about any of it or need additional info.

Thanks!
Jane

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